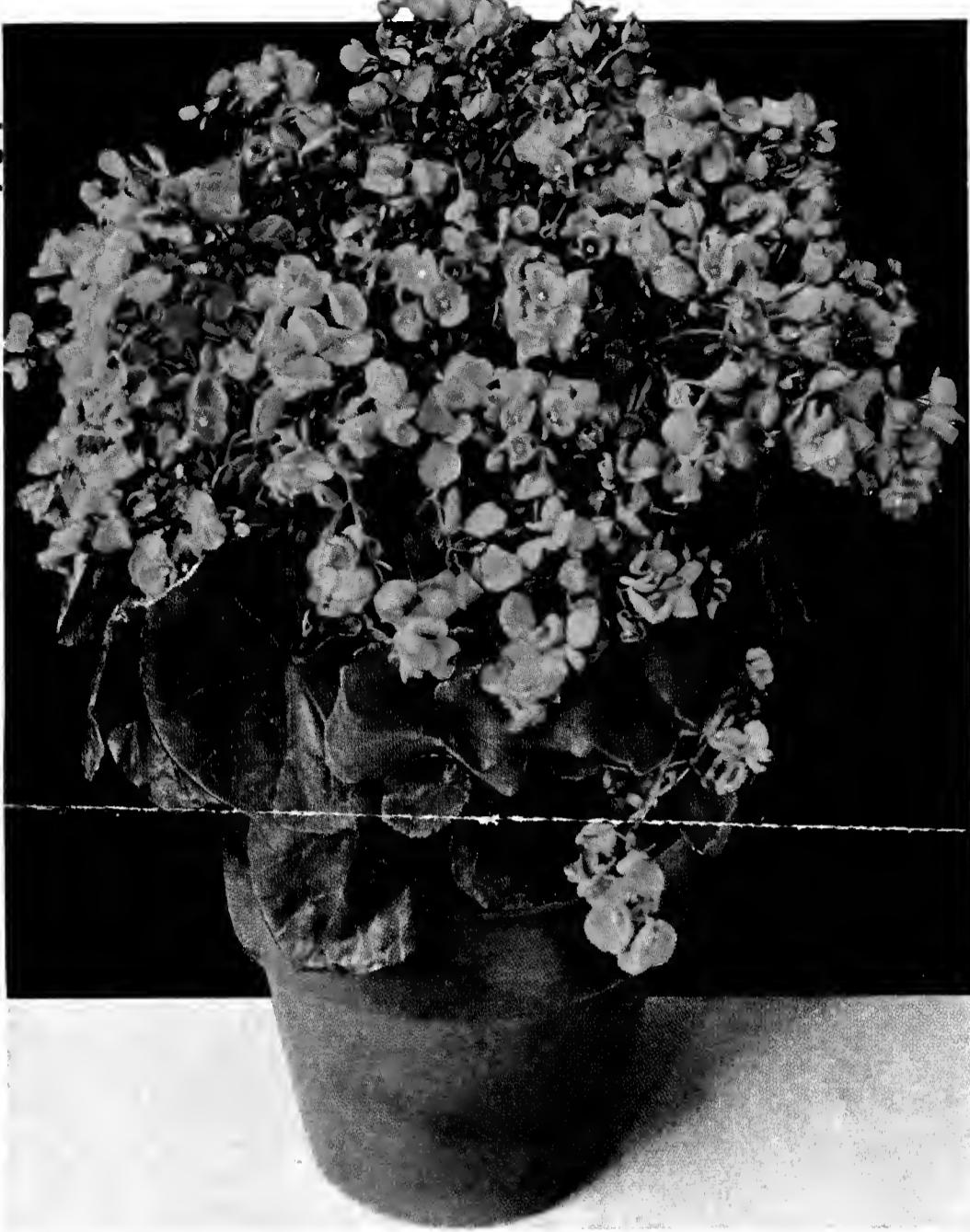


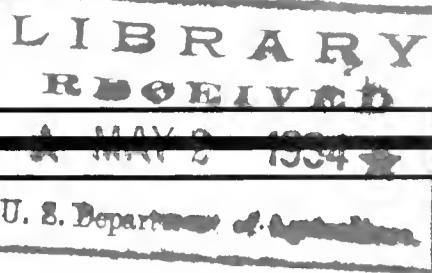
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Do not assume content reflects current scientific knowledge, policies, or practices.





1934



## GLORIA

### The New Christmas Begonia

**G**LORIA is a distinctly new and different Begonia which has been originated and is being disseminated by Jas. B. Masson, of Bethel, Kansas. It is a brilliant, compact sport of Begonia Melior, with a glowing, vivid rose-pink color, deeper and richer than any hue yet seen in this admirable winter-flowering type. Its compact-growing habit is superior to other Begonias, and for that reason alone it is bound to supersede other varieties of the type.

The fact that the stock of Gloria is extremely limited and that we are offering it at no increase in price over ordinary varieties, makes early ordering highly important.

Orders will be filled in rotation—deliveries to start in May. All plants are carefully packed and shipped in paper pots.

**August 1st and later 3" at \$35 per 100**

**September 1st and later 4" at \$45 per 100**

**G**LORIA is an extremely floriferous Begonia which covers itself with a mass of shining flowers and is unsurpassed in abundance and permanence by any Begonia on the market. Its deep, glowing color is richer and more sparkling than that of any Christmas Begonia yet introduced. Practically all its flowers are male, and therefore sterile, so that it holds its blooms better and longer, and continues to throw up a succession of bloom almost unceasingly throughout the winter. The mass of flowers has a beautiful iridescent sheen impossible to describe, which deepens and intensifies as the flowers get older.

The leaves of the plant are smaller than other Begonias of the type. Its growth is compact and dense, so that it requires less tying and support, thus saving a great deal of the cultivator's time and preventing damage in shipping. Its vigor and immunity to the various fungous diseases gives it an extremely high value, for it makes loss from those causes almost negligible.

In the four years of its existence, Gloria has shown no tendency whatever to revert or vary from the standard of its type. It always comes true and even, and produces a highly uniform product, salable and desirable in every respect.

**Ready Now  
Strong plants from 2 $\frac{1}{4}$ -inch pots  
\$22.50 per 100; \$200 per 1000**

**JAS. B. MASSON :**

**Bethel, Kansas**

